

From: [Fanning, Cynthia](#)
To: [Gray, David](#)
Cc: [Taheri, Diane](#); [White, Terri-A](#); [Biggs, Tonia](#); [R6HarveyInfo](#)
Subject: HH2017COM0904 -- READ ME -- interim response to USCG, FYI
Date: Monday, September 4, 2017 10:38:06 AM

Sent from my iPhone

Begin forwarded message:

From: "Fanning, Cynthia" <fanning.cynthia@epa.gov>
Date: September 4, 2017 at 10:34:44 AM CDT
To: Uscg Piat <uscgpiat@gmail.com>
Cc: R6HarveyInfo <R6HarveyInfo@epa.gov>
Subject: Re: EPA - Social Media

PAC McKenzie -

I have received your email and forwarded it to my leadership. To date, I have not been tasked to work as part of the emergency response effort. If my leadership tasks me in this manner, I will begin working on it today. Otherwise, I will begin tomorrow.

In the meantime, the Region's SM accounts are as follows:

www.facebook.com/eparegion6

www.twitter.com/eparegion6

This week, the Region has been retweeting and reposting our HQ's SM:

www.facebook.com/epa

www.twitter.com/epa

Respectfully,
Cynthia Fanning
EPA Region 6 Office of External Affairs
214-665-2142

Sent from my iPhone

On Sep 4, 2017, at 8:59 AM, Uscg Piat <uscgpiat@gmail.com> wrote:

Good morning, Ms. Fanning.

I'm Thomas McKenzie with the U.S. Coast Guard National Strike Force Public Information Assist Team presently attached to the EPA ICP here in Corpus.

I was referred to you by Ms. Jamie Acevedo. I've read the EPA's general media monitoring and analysis reports but I'd like to review your social media analysis for the past week. I'd like to do an analysis of the public and media focus as soon as possible.

1. Twitter: Would you happen to have a current social media analysis of your feeds during Hurricane Harvey? I'd be interested in anything that leans into the ESF 10 pollution concerns or mentions Superfund sites impacted by the storm. I'd like to get a clear picture of all hashtags, positive or negative conversations, impressions, and retweets/reposts.

2. Facebook: What kinds of comments are you getting? How much traffic did the AP Story on Superfund sites generate? When did it appear? Have you gained or lost followers?

3. Flickr or Instagram: Does the EPA use a social imagery feed? What kind of comments are you getting?

If you would, please, send those reports at your earliest convenience. Again, this is just for the past week during Harvey.

My number here is [202-716-9181](tel:202-716-9181) should you have any concerns.

Thank you for your valuable time!

v/r,

PAC Thomas McKenzie
PIAT